

MUSTANG DAILY

OCTOBER 11, 1995

WEDNESDAY

VOLUME LX, No. 14

Celebrating National Coming Out Day — it's all about pride

By Jennifer English
Daily Staff Writer

Today is National Coming Out day, but it's not for debutantes.

It's a day for gay people, in or out of the closet, to be more open about their sexuality, and it is about empowerment — not of a few individuals, but of an entire bisexual and homosexual community, said Tom Ogier, president of Gays, Lesbians and Bisexuals United (GLBU).

National Coming Out Day, which celebrates the anniversary of the Oct. 11, 1987 March on Washington for Lesbian and

Gay Rights and the first exhibition of the Aids Memorial Quilt, is intended to educate the community and provide an open forum for homosexual and bisexual students.

"Nothing is as bad as being in the closet," said Ogier, an undeclared undergraduate student. "Coming out is about living with truth and honesty."

Tonight, Yosemite Hall will be hosting public coming-out experiences and a panel discussion with representatives from local gay, lesbian and bisexual resource groups.

Campus leaders and officials

have been asked to walk through a makeshift closet door in symbolic support of students who are coming out. Those asked to attend include Police Chief Tom Mitchell and Housing Director Preston Allen.

Organizers of the event said they hope to foster awareness, bringing to light the problems faced when homosexuals struggle to gain acceptance.

"It's important to me to create an environment that's accepting," said Ali Sholer, an engineering senior and residential adviser in Yosemite Hall.

Appropriately, the theme for

the evening is "Free to Be Me, Free to Be You."

To come out of the closet, one must come out to oneself, to others and then on a political level, Ogier said.

"It's a lifelong process," Ogier said.

Panelists scheduled to attend include representatives from Parents and Friends of Lesbians and Gays (PFLAG), the Gay and Lesbian Alliance, GLBU, the sexuality team at the Student Health Center and a lesbian and bisexual support group.

Representatives from the

Metropolitan Family Church, a nondenominational Christian church for gay, lesbian and bisexual people, will also attend.

The speakers will be there to share their own experiences and answer questions from students. An educational film will also be shown.

Sholer said she postponed putting up signs and banners until Tuesday at midnight in an attempt to "wallpaper" the halls and boost student awareness.

Events are scheduled to begin at 7:45 p.m. in the main lounge of Yosemite Hall.



From left: Natural Flavors employee Eric Finlayson and owners Richard and Edward Bruehl boast a menu filled with organic, vegetarian foods / Daily photo by Aaron Peck

Project a way of life for Poly graduates

By Colleen M. Raley
Daily Staff Writer

Cal Poly graduates Richard and Edward Bruehl have turned their senior projects into life projects.

The Bruehl brothers traded their school books in for a business license last June, and opened up a restaurant specializing in organic, vegetarian cuisine.

Turning the burden of a senior project into a dream, the Bruehls own and operate Natural Flavors, located downtown in the Creamery.

"So many people graduate from college and don't know what to do next," Edward said. "We've had this in mind for the past five years."

After they received their associate degrees at a junior college, the Bruehls looked for a college that had a nutritional

science program requiring a senior project and had great networking possibilities.

This is how they landed in San Luis Obispo, Edward said.

"Cal Poly has the best nutritional science department this side of the Mississippi," he said.

They also wanted to improve their athletic abilities by finding the most efficient fuel to run their bodies.

Growing up, the two brothers competed against each other fiercely, they said. They were constantly looking for ways to outdo each other. They found that natural foods, grown and prepared organically, enhanced their natural athletic abilities.

From that point on, nutrition played an important role in both of their lives.

The Bruehls felt there was a real need for this type of restaurant because, like them-

ves, so many people have begun to re-evaluate their eating habits and are opting for more natural foods.

"We're providing a balanced option for individuals who choose to eat this way," Edward said. "Right now we're serving over 200 people a day."

"I'm not really shocked though," he said, "because we knew there was a need for this kind of food."

"I really don't like to use the label vegetarian," he added. "It's more like going back in time. People like Ghandi and Jesus didn't label themselves, they just ate" foods from the earth.

"Nature provides the flavors, we provide the service," proclaims the restaurant's statement of mission.

This is more about a movement than it is a job, the

See NATURAL page 6

Derailment probe seeks mysterious 'Sons of Gestapo'

By Michelle Boorstein
Associated Press

HYDER, Ariz. — FBI agents hunting the saboteur who derailed an Amtrak train worked Tuesday to determine whether the "Sons of Gestapo" is really an anti-government terrorist group or just someone with a grudge against the railroad.

The FBI expanded its painstaking search for evidence to a mile-square area surrounding the gulch where the Sunset Limited lurched off a damaged track and asked the public for help finding the culprit.

The train jumped the tracks at the damaged section early Monday, toppling 30 feet from a bridge, killing a crew member and injuring at least 78 people.

A letter found at the scene mentioned federal raids on right-wing extremists at Waco, Texas, and Ruby Ridge, Idaho. It was signed "Sons of Gestapo," raising fears the sabotage was the work of anti-government extremists.

FBI officials held a brief news conference six miles from the scene Tuesday, but offered little insight into the investigation called "Operation Splinterail," refusing to comment about the letter.

With about 90 agents on the scene, Larry McCormick, acting special agent in charge of the Phoenix office, said he believed it was the bureau's second-biggest crime scene investigation after the Oklahoma City bombing.

"We are going to pursue every bit of evidence and every lead very thoroughly ... until we find the person or persons who committed this crime," said U.S. Attorney Janet Napolitano.

Acting on a tip, FBI agents found a "derailing device" on a set of railroad tracks in downtown Phoenix. Special Agent Al Davidson said the

bureau knew nothing to connect the discovery with the derailment.

Derailment devices are not commonly used in railroad operation or maintenance, said Edward Emmett, president of the National Industrial Transportation League.

The case was put under the supervision of Assistant FBI Director Robert Bryant, who runs the bureau's national security division, according to a senior Justice Department official who spoke to The Associated Press in Washington on condition of anonymity. The division handles terrorism cases.

"Bryant's national security

"We are going to pursue every bit of evidence and every lead very thoroughly ... until we find the person or persons who committed this crime."

Janet Napolitano
U.S. attorney

division has the case because it has the potential to become a terrorism case, but we have not reached any conclusions yet whether terrorism is the motive or not," the source said.

No group called Sons of Gestapo is known to experts at Klan-watch, which tracks hate groups for the Southern Poverty Law Center in Montgomery, Ala. And an extensive search of news archives turned up no reference to the group.

Klaus Haase, a German historian specializing in the Gestapo, said he knows of no German or foreign groups using the name Gestapo.

A veteran federal investigator, speaking on condition of anonymity, told the AP in Washington that a disgruntled

See AMTRAK page 3

INSIDE TODAY'S
MUSTANG DAILY

SPORTS

Professional baseball will use playoff stars to help improve their tattered image.

See page 8

CAMPUS

Some Cal Poly students win big at a national aeronautical engineering competition.

See page 2

Reaching Us:

Graphic Arts, 226 Cal Poly
San Luis Obispo, CA. 93407

Advertising: 756-1143
Editorial: 756-1796
Fax: 756-6784

TOP
OF
THE

AGENDA

Oct.
11

30 school days remaining in fall quarter.

TODAY'S WEATHER: Fair skies

TOMORROW'S WEATHER: Fair skies, warmer temperatures
Today's high/low: 80s/ 50s Tomorrow's high/low: 80s/ 50s

Individuals needing accessibility accommodations, under the Americans with Disabilities Act (ADA) may request such accommodations to aid hearing, visual or or mobility impairment by contacting the SLOCOG offices at 781-4219.

Today

The Newman Catholic Church invites everyone to attend Wednesday Night Live, on Oct. 11 at 7:30 p.m., to study scriptures and for a social.

Upcoming

Speaker Susan Zepeda, Ph.D. will be giving a lecture called: Healthcare 2000: Who Will Provide the Care? The lecture will be given in Science North room 202, on Oct. 12 at 11 a.m. For more information, call 756-2840.

A National Primary Day Care Program, for all students interested in pursuing a primary health care profession, will take place in Chumash Auditorium on Oct. 12. The program will begin at 6:30 p.m. For more information, call 756-2840.

Graduate and Professional School Day will take place on Oct. 13 in Chumash Auditorium from 10 a.m. to 1 p.m.

The fourth annual Walk for Life will take place on Oct. 14. The walk is 10 KM and benefits people in San Luis Obispo County afflicted with AIDS. For more information, contact the AIDS Support Network.

The Natural History Association will be offering a look at the astronomies of ancient cultures, with special emphasis on the Chumash Indians on Oct. 14 at 3 p.m. Meet Jim Little at the Museum Auditorium.

Agenda Items: c/o Natasha Collins, Graphic Arts 226, Cal Poly 93407 —
Phone: 756-1796 Fax: 756-6784

Please submit information at least three days prior to the event

Poly wins big at design contest

By Val Avalos
Daily Staff Writer

One, Two, Three!

Former Cal Poly students placed first, second, and third last month at a national aeronautical engineering design contest sponsored by the American Institute of Aeronautics and Astronautics (AIAA).

The students competed against approximately 20 other schools, according to Aeronautical Engineering Lecturer Robert van't Riet.

The students submitted their designs in June to the AIAA in Washington D.C. The AIAA then sent the designs to sponsoring aerospace companies such as Rockwell International and Lockheed Martin to judge the designs. The winners were announced at the end of September.

Paul Fecht, who graduated from Cal Poly in June, won \$1,000 and placed first in the undergraduate individual aircraft design category with his design of a formula-one pylon racer.

"It's an airplane used for racing around the pylons," van't Riet said. "It's inexpensive enough to be owned by private

individuals with reasonable funding."

Fecht spent most of the 1994-95 academic year working on the design, which was also his senior project.

"It took a lot of time," van't Riet said. "It's a lot of work."

Fecht was the only Cal Poly student competing in the individual competition this year, beating students from the U.S. Military Academy at West Point (2nd place) and University of Oklahoma (3rd place).

"Most major universities with aeronautical engineering programs competed," van't Riet said.

Two eight-member Cal Poly teams placed second and third in the aircraft design competition for undergraduate teams, winning \$500 and \$250, respectively. The University of Kansas placed first, winning \$1,000.

The Poly teams won with their designs of an air transportation system, created to reduce launch costs.

"Each team was required to take an orbital vehicle to a specified altitude and speed," van't Riet said. "The idea was to have a reusable airplane and the

orbital vehicle would continue to orbit."

Unlike the individual competition category, which is strictly voluntary, the team competition is required of aeronautical engineering majors at Cal Poly.

The competition is part of a three-quarter, senior-level aircraft design class taught by van't Riet.

According to van't Riet, this type of competition is also required of aeronautical engineering majors at many large universities.

Cal Poly has placed in the top three positions four times since 1986, according to AIAA's Director of Student Affairs Wil Vargas.

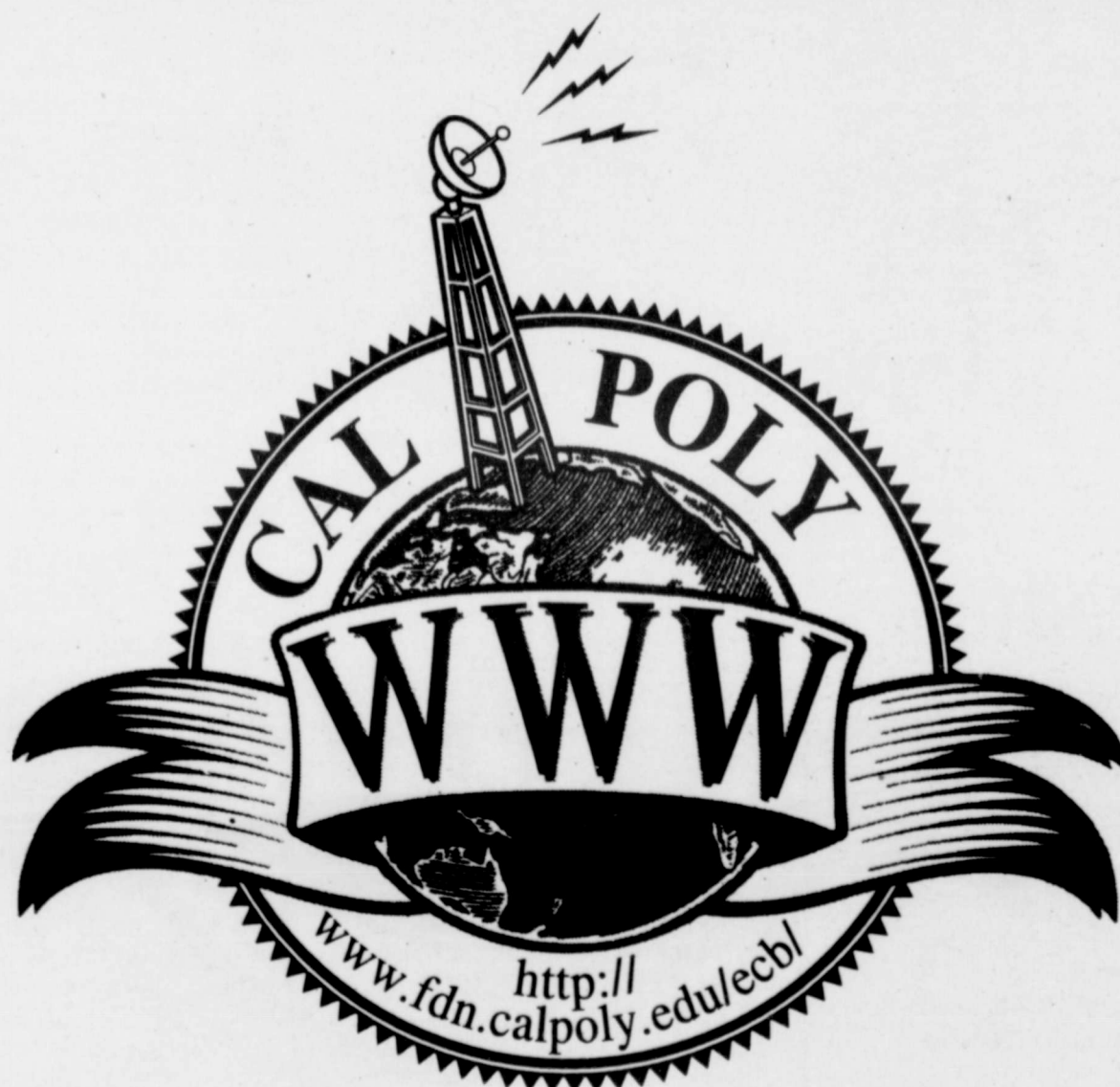
The competition is a good experience for students, Vargas said.

"This most definitely benefits the students," he said. "Our basic goal is to get students involved in design projects and get them exposed to the industry and working with a team."

"These design projects are an excellent tool to bring on a (job) interview. They look at the project and say 'That's incredible — that's a lot of work,'" he said.



Mustang Daily



Don't forget to visit
our web site!

El Corral Bookstore



Get Involved With the
Most Dynamic
Organization at Cal Poly!



Open House is now accepting applications for the 1996 Executive Board and all sub-committees.

All majors encouraged to apply. Special positions available for Public Relations, Business and Engineering majors - Senior Projects Possible.

Pick up applications in S.L.A.C. office. Due by Monday, October 16, 1995 at 12 noon.

Any questions: call Creighton at 542-9761.

AMTRAK: Ariz. governor offers \$10,000 reward

From page 1

Amtrak employee or someone simply bent on mischief might have concocted a note to deflect attention.

At a news conference Monday, Amtrak President Thomas M. Downs said, "I don't know if this is a disgruntled employee of ours or another railroad, or someone else. Someone did know enough about the railroad to wire this."

Downs said the saboteurs removed a 3-foot, 18-pound steel bar that holds sections of rail together, and bridged the gap with a wire to disable an electrical system that gives a red light to warn trains of breaks in the track.

Twenty-nine of the spikes that hold the rail to the wooden cross-ties on a 19-foot section of track had been removed, according to a source who spoke on condition of anonymity.

The train, carrying 248 passengers and 20 crew members from Miami to Los Angeles, derailed about 1:20 a.m. Monday along an isolated stretch of track 55 miles southwest of Phoenix. Four cars were thrown into a gulch.

The White House stressed that it was too early to be sure terrorism was involved, but President Clinton expressed outrage.

"We will do everything we can within the federal government to catch whoever is responsible," he said. "I am determined that we will make sure in the United States that we will have the tools, the means we need to keep the American people safe."

The investigation — carried out by the FBI, the National Transportation Safety Board and other state and federal agencies

— was run from a staging area six miles from the crash site and accessible only by dirt road.

Construction crews began widening and grading a road to the bridge from the staging area. Four cranes stood by to remove the damaged cars.

"Once everyone is satisfied with the information they have, we'll start clearing away the wreckage," said NTSB investigator Mike Martino.

Amtrak has stepped up its own security and asked freight railroads whose tracks it uses to do the same, said spokesman Stephen Taubenkibel in Washington. The line also is working with commuter railroads, he said.

"We're asking that everyone be more security conscious," he said.

Gov. Fife Symington said he has read the "Sons of Gestapo" letter. He wouldn't talk about what it said, except to say he was told there were multiple versions that were "comparable in terms of content."

Symington offered a \$10,000 reward for information leading to an arrest and conviction and said the Maricopa County Board of Supervisors matched his offer, making the total \$20,000.

Oklahoma Gov. Frank Keating sent a letter of condolence to Symington that drew parallels with the April 19 bombing of the federal building there, allegedly by anti-government extremists.

"The people of Oklahoma understand your shock and outrage as few others could," Keating wrote. "May those who are hurting be healed, and may the despicable authors of this act be brought swiftly to justice."

Over 50 dead in Mexico quake

By Susana Hayward
Associated Press

MANZANILLO, Mexico — Wearing surgical masks and wielding pickaxes, rescue workers dug through the wrecked masonry of a collapsed hotel Tuesday, searching for survivors of an earthquake that devastated a long stretch of Mexico's west coast.

Some tourists were believed to be among the trapped, but further information about them was unavailable.

At least 56 people were killed and more than 90 injured in Monday's 7.6-magnitude tremor, which toppled homes, cracked bridges, split highways and cut power and phone services.

Hundreds of buildings were wrecked or damaged along a 250-mile stretch of coast — an estimated 800 homes in the state of Jalisco and as many as 400 in the neighboring state of Colima.

In towns and villages, residents cleaned streets, removed fallen tree branches and righted toppled telephone poles. They also buried the dead and tried to reassemble their lives.

"We are awaiting more precise information, but obviously it is a tremendous tragedy," Gen. Enrique Cervantes Aguirre, the defense secretary, said Tuesday.

Cervantes said 44 dead were counted shortly before noon in Colima alone Jalisco Gov. Alberto Cardenas Jimenez said at least 10 died in his state.

The two states contain some of Mexico's most popular beach resorts.

Minutes after Cervantes spoke, rescue workers in hard hats pulled the bodies of a

woman and a child from the wreckage of the eight-story Costa Real Hotel, raising the total to 56 dead.

Tuesday's searches had yielded no survivors by midafternoon.

As trained dogs sniffed for signs of life, workers used picks and shovels to comb through chunks of broken masonry. The lack of success and the painfully slow pace of the work made the strenuous job even more discouraging. Masks protected rescuers from dust and the odor of dead bodies.

"I haven't rested since yesterday," federal judicial police Officer Pedro Sandoval said, taking a quick break.

Other exhausted officers and rescue workers sprawled nearby, some grabbing quick naps. On the other side of the hotel pool, a makeshift morgue had been set up.

A crane gingerly lifted a slab of wall and laid it to one side of the mound of debris. Broken beds, smashed furniture, mattresses, clothes, even a flattened automobile suddenly cascaded from the broken building along with mounds of dirt and plaster.

Other hotels and buildings along Manzanillo's main thoroughfare were also damaged, as was the Plaza Santiago shopping center. Cracked walls, smashed windows and wrecked furniture appeared throughout the town.

On the beach nearby, five-foot breakers crashed with a deafening roar. The sea has been running heavy since the quake hit at 9:37 a.m. Monday.

Thirty miles to the south,

Cihuatlan was the nearest sizable town to the quake epicenter. While many buildings there were untouched, others lay in ruins, their walls reduced to rubble. Shattered roof tiles were piled in the streets, and several gas stations had collapsed.

"I was working outside when the quake hit," said resident Blanca Estella Mejia. "My home is destroyed. The kids were outside, thank God. I can't go back into the house. We spent last night on the street. I don't know what we're going to do."

It was the second major tremor in less than a month centered offshore where Colima and Jalisco meet — and the strongest since a 1932 quake that measured 8.0 on the Richter scale, no longer used. A 7.3-magnitude quake on Sept. 14 killed five people in the area.

Both of the past month's quakes were measured by their moment magnitude, a scale similar to the Richter.

Seismologists at the National Autonomous University of Mexico said they expect a bigger quake in coming weeks from another earth fracture, many miles south, offshore from the states of Guerrero and Oaxaca. An 8.1-magnitude earthquake that devastated Mexico City on Sept. 19, 1985, originated there and killed an estimated 10,000 people in the capital.

"I'm still afraid. Everybody fears there will be another earthquake, a stronger one," said Pedro Escamilla, a newspaper distributor in Manzanillo.

He added: "We are waiting."

HOMECOMING '95 IS COMING...

OCT. 19-21

MARK YOUR CALENDERS



EVENTS:

- LAUGH OLYMPICS
- RALLEY (LIVE BAND TBA)
- DOWNTOWN PARADE
- GAME VS. SAC STATE

BOOKSTORE BONANZA

Back-to-school SALE! El Corral Bookstore

- * Electronics
- * Audio Tape
- * Walkmans
- * Headphones
- * Calculators

Up to
20% OFF!
2 Days Only

October 11 & 12, 1995

10:00 A.M. - 3:00 P.M.

Factory Representatives will be on hand!
Giveaways, Demonstrations & General Mayhem!

El Corral Bookstore

COMMENTARY



Out of the closet — and into the unknown

by Doug Smith

Gay, lesbian and bisexual people are born into every family, work in every business, worship in every church and study in every classroom — but most straight people don't realize it. This is especially true here at Cal Poly because of our university's socially conservative history. On other campuses, gay social clubs hold same-sex dances, gay political organizations conduct seminars, and gay scholars teach courses on gay and lesbian culture and history. Not at Cal Poly. It's not that there are fewer gay people here than elsewhere, just that we're more discreet. Poly can be a scary place.

For many of us, coming out of the closet takes an effort of spirit that we cannot quite steel ourselves to undertake. My family won't understand, we say. My father will cut off my college money if he finds out. The guys won't let me make team captain — heck, they might not even let me play. They'll call me names. They'll kick me out of the fraternity. They'll take my children, my job, my home. Anyway, it's no one else's business.

Unfortunately, many times these fears are justified. Sometimes we do lose jobs, friends or children when we come out. Some people do call us names. Some people do deny their sons and daughters. On campus, some colleagues turn away. Some people who profess to be teachers make fun of us behind our backs, or revile us to our faces, driving gay students from courses, from majors, from the university itself. I've seen it happen. You probably have too.

Nevertheless, on National Coming Out Day, Oct. 11 each year, we encourage our gay brothers and sisters, our gay parents and children, to push aside all these paralyzing fears and come out of the closet, even here at Cal Poly. Those of us who are already out encourage each other to come out further. Why?

One reason to come out is that almost all gay men and lesbians who already have come out report that doing so has improved their lives. Honesty with your friends, colleagues and family makes for deeper relationships. Conquering the fear that keeps us isolated makes us stronger, more capable people, more deserving of the love that each of us seeks. The men and women you love best will be the ones you meet out in the open.

Gay people who come out are stronger for their effort, toughened by a rite of passage the like of which few straight people ever experience. "When you finally come out," the poet Paul Monette wrote, "there's a pain that stops, and you know it will never hurt like that again, no matter how much you lose or how bad you die."

Monette was right. I remember a burning that had roiled in my belly from puberty until I finally came out, a

few years ago. As the pain melted, I recognized it for what it had been: fear of being discovered — a companion so constant that I had taken it for part of the human condition. Only now that the pain is gone can I see that it had never been necessary.

Another reason to come out is to give courage to your gay brothers and sisters, many of whom still think they are all alone. The secrecy that we cultivate to keep ourselves safe also keeps us from knowing about each other, and since we don't know about others like us, we cultivate secrecy even more. We need to break that cycle. Staying in the closet kills the spirit, and sometimes the body. Silence equals death.

A few years ago when I was a visiting professor at another university, on leave from Cal Poly, a student I barely knew stopped attending my seminar, and then disappeared altogether. His body was eventually found hanging from a tree on the edge of campus. Notes he had left on his computer revealed he had fallen in love with another student and that he had felt no one would understand his feelings — not the man he had fallen in love with, not his parents, not his teachers. He died thinking that anyone who knew his secret would hate him.

That's when I began to come out. It's not that I knew the young man very well, nor that I felt directly responsible for his death. But sometimes I think that student, who I might have helped had I been out and accessible, died to help me. His tragedy helped me realize that staying in the closet is not just something we do to ourselves, but something we do to other gay people, almost as if we were conspiring with our enemies. Even as I write these words, knowing that a few colleagues will see in them reason to work less well with me, the memory of that boy's despair strengthens my resolve. I owe him.

Sadly, because the dozens of lesbian and gay faculty members on campus tend to lay low, gay students believe themselves to be without allies among the faculty. Instructors who could demonstrate to gay students that there is life after coming out are themselves too frightened of their colleagues' disapproval to be able to give the students that gift of courage. Their fear is realistic: in some campus departments, an instructor known to be gay would have little chance of obtaining tenure or promotion, regardless of what our campus nondiscrimination policy says.

The third reason to come out is that all over America, honesty about sex is under attack. We see our country falling under the thumbs of zealots who find political advantage in representing sex as sin, when the only real sins are failures of love, responsibility and compassion for

Editor,

I was disappointed to read that Cal Poly's administration is now enforcing a little-known rule that all bicycles are required to be registered at Cal Poly and are charging a \$5 fee to administer the program.

In this day and age of ever-rising traffic levels, the CSU system continues to pump "bazillions" of dollars into providing cheap and plentiful parking on its campuses while ignoring the traffic problems that this creates in the neighborhoods in which they operate. Very little is spent to promote alternative. Cyclists should be rewarded for riding to school with free parking in the best locations, not penalized with unnecessary fees.

Cal Poly's bicycle registration program should be voluntary and the cost of administering it should be picked up by the university as a reward to cyclists for solving one of society's biggest (and most costly) problems and as an incentive to others to choose to be a "part of the solution and not the problem."

Pat Veasart

Sierra Club Alternative Transportation Task Force

Editor,

The Mustang Daily column on atheism was a prime example of irresponsible journalism. I have never seen a paper that would print such a biased article without printing an article of the opposite persuasion. If the purpose of the article was to start campus-wide arguments via Internet, or to cause emotions to get beyond the boiling point, then the article served its purpose. If it was meant as an informative documentary or feature, then it did not. I was under the impression that a university newspaper was to serve the people of the university, to inform of events and to educate. The column has done nothing but spark more hatred, animosity and fear.

Wendy Marques

Graphic arts major

one another. We see those same zealots brutally denying to children who are born gay any reasonable access to accurate and affirming knowledge about the lives they will lead. And, even more abusive, concealing from children the crucial truth that gay and lesbian people, despite the legions working against us, do find love.

Demagogues like Ralph Reed of the ludicrously misnamed Christian Coalition, or Beverly LaHate of the radically antifeminist Concerned Women of America, continuously misrepresent honest sex education as "promoting" homosexuality, as if a genetic trait could be promoted, or as if a power-crazed counterfeit of religion could wipe out simple human truths. Because they have money, politicians listen. Last month a high school teacher in New Hampshire, not gay herself, was fired for assigning her seniors to read E. M. Foster's *Maurice*, a classic British novel about a gay man who actually finds happiness. Here in California, two teachers lost their teaching credentials (and their livelihoods) for not preventing a guest speaker in a health class from honestly answering a student's explicit question about gay sex.

Most straight people don't hate us, but neither do most stand with us against oppression because they imagine wrongly that they don't know anyone who is gay, and because they fear being thought gay themselves, lest they be oppressed too. Most straight people think it's someone else's problem, until they see their daughter fired from a job because some acolyte of a hate group complained she was too butch, or until they see their son hanging from a homemade noose that was woven from the loneliness and despair they themselves had planted on him. Short of personal disaster, only coming out can bring your families, friends and colleagues to understand exactly who is being hurt by whom.

We can stop the zealots by simply being honest. The more of us who are out, the more decent straight people will stand with us.

Coming out isn't easy. It's a deeply personal choice, fraught with personal risks, no one else's to take. Each time someone comes out one more step, tells one more person, it's an act of courage, of love, of trust and of hope — a step into the unknown, taken for the sake of spiritual and psychological growth, for oneself, for others, for the good of our society. That's why, on National Coming Out Day each year, we congratulate our brothers and sisters who choose to make themselves visible, and thank them. For those who care for the human spirit, gay or straight, it's a challenging, but joyful day.

Doug Smith is an English professor and adviser to the Gay, Lesbian and Bisexual Union.

MUSTANG DAILY

"You don't want to bring your friends to meet us."

Editorial Offices: Graphic Arts 226, Cal Poly, San

Luis Obispo, CA, 93407.

Editorial: (805) 756-1796;

Advertising: (805) 756-1143;

Fax: (805) 756-6784;

E-mail: dpillsbu@oboe.calpoly.edu.

All material © 1995 Mustang Daily.

Printed by University Graphic Systems.

Jason D. Plemons, *Editor in Chief*

Garrett M. Mettler, *Managing Editor*

Karen Spaeder, *Campus Editor*

Natasha Collins, *City Editor*

Franco Castaldini, *Sports Editor*

Justine Frederiksen, *Copy Editor*

Erin Massey, *Arts Editor*

Kristin Olson, *Art Director*

Dawn Pillsbury, *Opinion Editor*

Melissa M. Geisler, *Assistant Sports Editor*

Herb Kamm, *Adviser*

Photo Editors: Larry Rodenborn, Juan Martinez, **Photographers:**

Joe Johnston, Dawn Kalmar, Maureen McDowell, Shoshi Hebshi,

Jessica Yamada,

Aaron Peck, Allyson Still

Illustrators: Josh Swanbeck, Elias Crouch

Editorial Production: Anne Krueger, *Manager*

Grace Tsai, Jennifer Dunton, Shelly Schweigerdt, Steven Stecher

Advertising Production: Wendy Wood, *Manager* **Designers:** Luc

Chueh, Dylan Gold,

Carlos Hernandez, Sabrina Li, Erin Martin,

Ryan Pennington, Jeff Reber, Miles Stegall, Catrina Warren

Advertising director: Matthew Boyd

Ad representatives: Bijan Achak, Ryan Azus,

Nick Barelli, Anthony Bartolotto, Brian Buizer,

Derek Holman, Monique LeFors,

Jason Lind, Nichole Montgomery, Mitch Peters,

E.J. Tavella, Jeff Thompson, Will Vandelay.

Credit manager: Susan O'Shea

Classified Advertising: Jane Wooding, *Manager*,

Janell Bogue, Jessica Guagliardo, Alma Rodriguez

Information Systems: Chris Edwards.

Circulation: Ben Mello.

Business manager: A. J. Schuermann

Faculty seeks vote reversal

By Michelle Locke
Associated Press

BERKELEY, Calif. — Calling the vote to drop race-based admissions at the University of California an "academic embarrassment," members of the Berkeley Faculty for Affirmative Action on Tuesday asked for a reversal.

"The time has come for the regents to reconsider," said Carlos Munoz Jr., professor of Chicano studies at UC-Berkeley.

The UC Board of Regents voted in July to drop race and gender as factors in admissions as well as hiring and contracting. The controversial decisions, which passed by votes of 15-10 and 14-10, drew national attention because they were viewed as a key victory in the movement to repeal the 30-year-old system of racial and gender preferences.

Passage came over the objection of all nine chancellors of the UC system as well as faculty groups and resistance to the decision has continued to smolder. On Thursday, student opponents plan an all-day protest system wide.

So far, 1,500 UC faculty have signed a petition asking regents to rescind the vote, Munoz said. At Berkeley, about 450 of the 1,100 faculty on campus have signed, he said.

The request for a reversal got a cool reception from Regent Ward Connerly, who introduced the repeal measures.

Connerly said it is unlikely the board will reconsider the vote, which he maintains was cast out of a desire to ensure colorblind practices, not as a political expediency.

But Munoz, who spoke at a news conference called by the newly formed Berkeley Faculty for Affirmative Action, said it

was no accident regents made their controversial decision during the summer, when most students and faculty are off campus.

Gov. Pete Wilson, then a candidate for the Republican presidential nominee with a campaign plank of repealing affirmative action, presided over the July vote in a rare exercise of his ex officio standing as president of the board.

"It was a political, strategic decision. Now they must suffer the consequences," said Munoz, who vowed to keep working for affirmative action.

Connerly, reached by telephone at his Sacramento office, said he hopes faculty will not be "peddling their personal views in the classroom. We haven't hired them as faculty members to preach the gospel of affirmative action. We've hired them to teach."

The resolution dropping race and gender from hiring and contracting decisions by 1996 was largely symbolic because it does not override existing state and federal affirmative action programs and also contains an escape clause exempting any action that would jeopardize funding.

The resolution dealing with admissions, which takes effect 1997, also contained the escape clause, but was expected to have a real as well as symbolic impact because there is no law mandating affirmative action in admissions.

The new policy requires that campuses boost the minimum number of students admitted by grades alone by 10 percent, to 50 percent. Although race and gender can no longer be used as supplemental criteria in evaluating the rest of the applicants, socioeconomic factors can be considered.

It Doesn't Take A Math Major To Add Up The Savings.

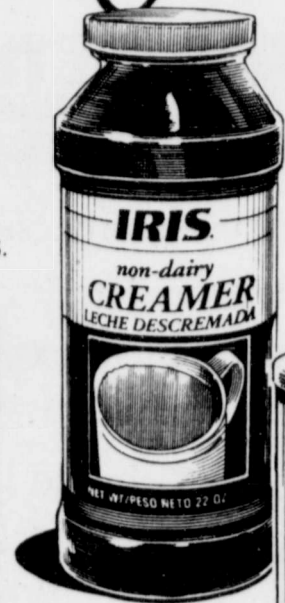


\$4.89

Carnation Hot Cocoa Mix, 50 pkts.

\$1.39

Iris Non-Dairy Creamer, 22 oz.



\$5.99

Chase & Sanborn Coffee, 39 oz.

© 1995 Smart & Final Corporation.

\$5 OFF!
\$25 minimum purchase of
Halloween
Candy

SCAN Store Coupon
Expires: Oct. 24, 1995

SFI

Trans. #

Purchase Amt.

Date

Store #

Offer good through 10/24/95. Valid at the San Luis Obispo Store only. Not valid in conjunction with any other coupon. Not redeemable for cash. Limit one coupon per customer. Void where prohibited by law.

SMART & FINAL



SMART & FINAL®

WHOLESALE GROCERIES, FOOD SERVICE PRODUCTS AND JANITORIAL SUPPLIES.

277 Higuera St., San Luis Obispo

Phone: (805) 543-5341 Fax (805) 543-0944

Store Hours: Mon-Sat. 7 am to 7 pm, Sun. 8 am to 5 pm

FAX YOUR ORDER IN TODAY, WE'LL HAVE IT READY FOR PICK-UP TOMORROW!

Prices effective Wednesday, October 11, through Tuesday, October 24, 1995 at the San Luis Obispo store only.



Terrific Cuts

by Vivian Hair Design

Cal Poly Student Discount
Hair Cut --\$ 8.00

590 California Blvd./Taft
San Luis Obispo, CA
Phone# 542-9960

Business Hours
Mon-Sat
9am-7pm

One look at
our rings and this
could end up
on your lap.



Enter
JOSTENS
laptopgiveaway

Come see our current selection of college rings
and register to win an Apple PowerBook 150.

October 9 - 11 • 9am - 4pm
In front of the bookstore

El Corral Bookstore

JOSTENS
REWARD YOUR ACHIEVEMENT



Use the Net to:

- ✓ Tap into movie, music and game newsgroups
- ✓ Find schedules of major sporting events
- ✓ Get the lowdown on student loans
- ✓ Secure a job before graduation
- ✓ Subscribe to newsletters
- ✓ Search card catalogs in libraries around the world

\$19.95

Available at
El Corral bookstore

Mon. thru Thurs. 7:45am - 6:00pm
Fri. 7:45am - 4:30pm
Sat. 10:00am - 3:00pm
Phone: 756-5350

0-07-024207-0

ARTHUR ANDERSEN BUSINESS CONSULTING

- ◆ BC consultants provide creative business solutions to mid-sized and large companies worldwide.
- ◆ Our professional consultants thrive on challenges and help clients succeed by providing:
 - Information and systems planning
 - Software selection and implementation services
 - System design and development services
 - Systems conversion and operations support
- ◆ BC offers exciting careers that include variety, challenge, extensive client exposure and travel, in an environment that fosters teamwork and continuous learning.
- ◆ Candidates should have a bachelors or masters degree, strong business, technical and interpersonal skills, a 3.2 or higher GPA. Work experience and involvement in extra-curricular activities is preferred.

Resumes are now being accepted at the Career Services Office for on-campus interviews on October 23, 1995. Students need only sign-up for one interview even though they may have multiple divisional interests.

ARTHUR
ANDERSEN

ARTHUR ANDERSEN & Co. SC

NATURAL: Local eateries result of senior projects

From page 1

brothers agreed. They are doing what they want with their lives and not just worrying about how they can make more money.

According to Edward, this is how many successful companies were started. When he and Richard first began researching to launch their senior projects, Edward said, they read in a For-

tune 500 magazine that Nike and Federal Express were also born out of college projects.

"Stop looking for the answers in the books," Edward advised students. "Look for them in people."

Locally, senior projects are still thriving in places such as Giuseppe's Italian Restaurant in Pismo Beach and Kona's Canoes in San Luis Obispo.



"You get *swell* service
with every Daily fill!"

Learn to fly
PARAGLIDE

782-9887 ask for Chiara

a weekend in the Skies!

VOICE MAIL

If you want it, we have the best...

PACIFIC BELL

Authorized Sales Representative

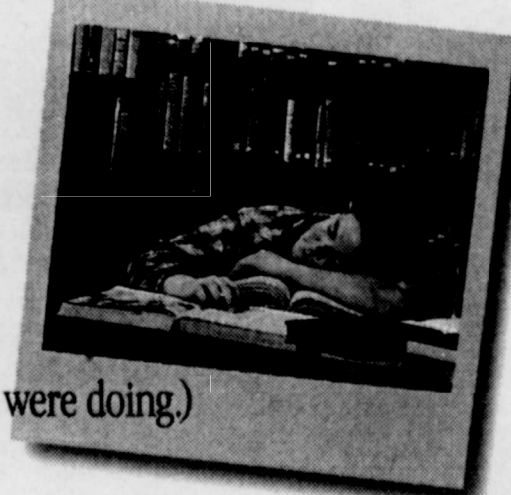
781-7676

Extension 7000




ATTENTION STUDENTS:

Macintosh computers are now on sale.



(Okay, now go back to whatever you were doing.)

We think your life would be vastly improved if you possessed this knowledge: Macintosh® computers are now available for less than the already affordable student prices. What's more, with the Apple® Computer Loan and 90-Day Deferred Payment Plan*, you can take home a Mac™ without having to make

a single payment for 3 months. Just think, if you had a computer, you'd get your homework done faster. Then you'd have plenty of time for the more important things in life. Anyway, we're sorry to disturb you. Macintosh. The power to be your best. **Apple** 

Cal Poly Back-to-School!

For more information visit

El Corral Bookstore Computer Department

Hours: Mon-Thur. 7:45am - 6:00pm; Fri. 7:45am - 4:30pm; Sat. 10:00am - 3:00pm

While Supplies Last!

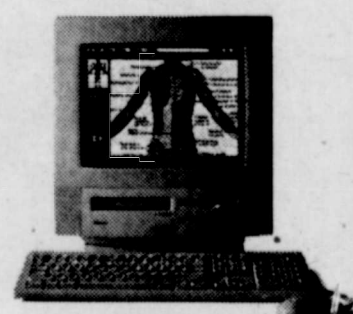
*Hey, you wouldn't give your money to just anyone. Neither can we. Offers expire October 13, 1995. No payment of principal or interest will be required for 90 days. Interest accruing during this 90-day period will be added to the principal and will bear interest which will be included in the repayment schedule. The monthly payment quoted above is an estimate based on a total loan amount of \$2,095.71, which includes a sample purchase price of \$2,077 for the Power Macintosh 7200/75 CD system shown above. The total loan amount also includes a 6.0% loan origination fee. Interest is variable based on the Commercial Paper Rate plus a spread of 6.35%. For example, the month of August 1995 had an interest rate of 12.21% with an annual percentage rate (APR) of 13.99%. Monthly payment for the total loan amount described above would be \$38. Monthly payment and APR shown assumes no deferment of principal and does not include state or local sales tax. Monthly payments may vary depending on actual computer system prices, total loan amounts, state and local sales taxes, and a change in the monthly variable interest rate. Prequalification expedites the loan process, but does not guarantee final loan approval. Subsequent acceptable verification documents must be received before your loan is approved. ©1995 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, Macintosh and "The power to be your best" are registered trademarks of Apple Computer, Inc. Mac is a trademark of Apple Computer, Inc. CardShop Plus is a registered trademark of Mindscape. All Macintosh computers are designed to be accessible to individuals with disability. To learn more (U.S. only), call 800-600-7808 or TTY 800-755-0601. Still reading? Maybe you should think about law school.

Now \$2,077
or \$38/month



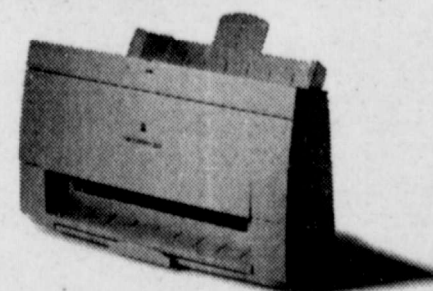
Power Macintosh® 7200/75 w/CD
8MB RAM/500MB hard drive,
Power PC 601 processor, quad-speed CD-ROM
drive, 15" color monitor, keyboard and mouse.

Now \$1,819
or \$34/month



Macintosh Performa® 5200 w/CD
8 MB RAM/800 MB hard drive,
Power PC 603 processor, CD-ROM drive,
built-in 15" color monitor, keyboard, mouse
and all the software you're likely to need.

Now \$369



Color StyleWriter® 2400
w/CardShop Plus®
Ink cartridge and cable included.

Highest TV bidder will get MLB

John Nelson
Associated Press

NEW YORK — Major league baseball became fair game to the highest TV bidder Tuesday, touching off what was expected to be an intense but brief period of talks to replace the short-lived Baseball Network.

Fox and CBS were among those interested in stepping into baseball's TV void, created when ABC and NBC dissolved The Baseball Network in disgust last June 23.

That left baseball without a national broadcast contract for next season, and it looks like it could be filled NFL style, with several networks carving up the major leagues.

"I'm excited about the possibility, if the right deal can be made," CBS Sports vice president Rick Gentile said. "We're not going to go crazy, but I'm hoping a deal can be made and hoping CBS can get back into baseball."

Monday was the final day of a 45-day period during which ABC and NBC had exclusive rights to negotiate with baseball. Now, Barry Frank of IMG, baseball's TV negotiator, is free to conduct talks with any network interested.

Several factors point toward a quick end to negotiations, the most urgent of which is network TV's immediate need to begin selling ads for next year's games. Network ad units already are

being sold for the spring television season.

Indications were an announcement could come by the end of the World Series, scheduled to go no later than Oct. 29. As soon as World Series ratings are calculated, baseball's new network partners would like to begin selling postseason ads, as well.

At the same time, there also were strong indicators pointing to a multi-network deal.

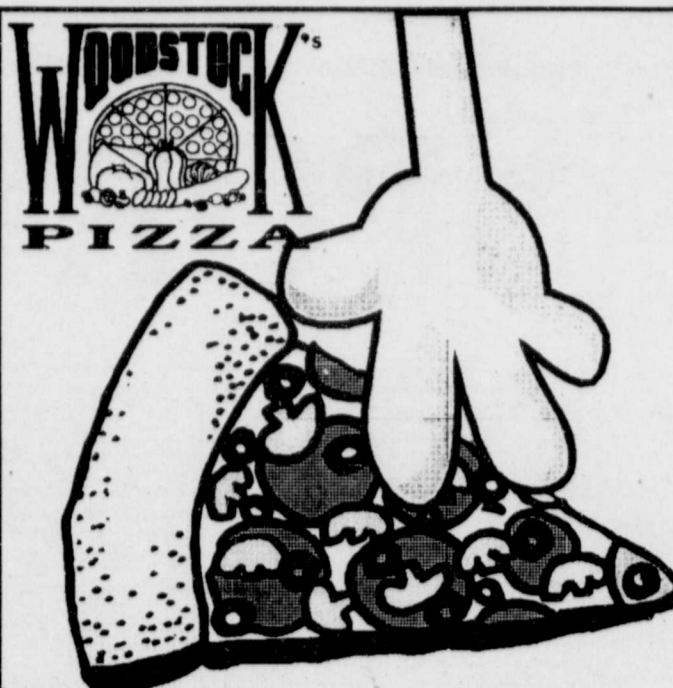
"Yes, that's the direction baseball seems to be desirous of," Gentile said. "Whether someone will jump in and do it like we did in 1989 or '90, I don't know. Nobody knows that."

CBS had major league baseball by itself from 1990-93, incurring losses of as much as \$500 million on its \$1.1 billion contract. With Fox now a player in TV sports, such a pre-emptive bid is not outside the realm of possibility again. Fox paid more than \$1.5 billion to get NFL games for four years.

Although Fox said Tuesday that it would have no comment, network CEO Chase Carey said recently that Fox intends "to remain aggressive and opportunistic" in its efforts to get baseball.

Not Ready for Midterm Exams?

Call for proven exam study techniques—esp. good for last-minute prep. Get the grades you deserve!
1-900-285-5050 ext 912
\$2/min Call now! 18+ Avg. call 5 min. Touchtone phone req. Strauss Ent., Carmel, CA (408) 625-1910



Now your probably asking yourself:

"Self" you say.

"Why does that hand reaching for the pizza slice only have four fingers?"

Answer: During Woodstock's Feeding Frenzy, those reaching for the last piece of a tasty Woodstock's pie have been know to draw back

The Secret of our Tasty Pie!

- ☛ Whole Wheat or White Crust
- ☛ Thick Zesty Sauce
- ☛ Mounds of Mozzarella
- ☛ Tons of Toppings
- ☛ Super Low Prices

Get your hands on a Slice of SLO's Best Pizza!

October Monthly Special



LARGE 16" Pizza
Extra Cheese &
'Shrooms or Pepperoni

WOODSTOCK'S PIZZA
\$3⁰⁰ off
LARGE 16"
3-topping pizza
1000 Higuera 421-4420
Not good with other offers;
one coupon per pizza; exp. 10/31/95

WOODSTOCK'S PIZZA
\$2⁰⁰ off
LARGE 16" or
Medium 12" Pizza
with one or more toppings
1000 Higuera 421-4420
Not good with other offers;
one coupon per pizza; exp. 10/31/95

CLASSIFIED

TO ADVERTISE IN MUSTANG DAILY CLASSIFIEDS, CALL 756-1143

Camous Clubs

COMING OUT!

Gay, Lesbian & Bi-Sexual United
Tuesdays @ 7pm, FOB 47, Rm 24-B

ADIT-FALL RECRUITING 95
The Professional Co-Ed
Business Fraternity

Thurs 10/12-MEET THE CHAPTER
7:30pm Sandwich Plant

Sat 10/14-BBQ - El Chorro Park
Mon 10/16-DOWN TO BUSINESS

7:30pm The Forum-Downtown SLO
Wed 10/18-PROFESSIONAL SPEAKER

7:10pm Bldg 53 Rm 215
Fri 10/20-KAUFFEE TALK 4pm U.U.

Fri 10/20-THEME PARTY 9pm TBA

JOURNALISM MAJORS!!

Get off your butt and learn
what SPJ is up to! We're
making plans for field trips,
tee shirts and Open House
Stop by our meetings
Wednesday at 11, Build. 14 Rm 225

GAME THEORY MEETING FRI. 2PM
BLDG. 3 Rm. 206 ROLE-PLAYING
GAMERS COME ONE-COME ALL

PolyCon Gaming Convention
Planning meetings-meet Gamers!
Every Wed. 8pm Bldg. 26 Rm. 304

SKI CLUB

SKI TELLURIDE

\$100 trip deposit due Oct 19

meeting tonight in Chumash 8pm

Pub Crawl Fri the 13th

WOW TEAM WORKSHOP

Want to be on Team WOW?
Informational Workshop
Thursday Oct. 19th, 6-8pm
Sunday Oct. 22nd, 1-3pm
* CHUMASH AUDITORIUM *

SPJ MEMBERS

Meetings every Wednesday @ 11am
Computer Science Bldg (14) Rm 252

Announcements

2-STEP

LINE DANCE

Lessons at The Graduate
Wed 7pm \$5 541-5678

CAL POLY &

COMMUNITY

BIKE SWAP

MEET

10/12 11AM-1PM DEXTER LAWN
Deals On Bikes & Parts
Call Patrick 594-2996 for info.
SPONSORED BY CAL POLY WHEELMEN

GOT SOMETHIN' TO SELL?

GOT SOMETHIN' TO RENT?

Put it in the Mustang Daily and
GET RESULTS!

Stop by the Mustang Daily Office
Graphic Arts Bldg Rm 26 or fill
out a form at the UU desk. It's
simple, easy and effective!

Mustang Daily - At Your Service!

Tee Shirt Contest!

Come up with the top 10
reasons for being a journalist
and win a free shirt!
Present your ideas at SPJ
meetings-Wednesday at 11 in
Build. 14-252 or drop them in SPJ box

Announcements

Volunteers needed for
HS visits & presentations
Promote higher education & CP
Info Mtg Oct 12th Bldg 52 Rm E27

Greek News

Who is

PADDY

MURPHY?

Find out

Nov 6-10

Miscellaneous

CASH FOR COMICS & GAMING ITEMS
NEW COMICS THURSDAY MORNINGS!
NEW GAMES WEEKLY. CAPT. NEMO
COMICS 779 MARSH 544-NEMO

CASH PAID FOR USED CD'S, TAPES, &
LP'S CHEAP THRILLS AND RECYCLED
RECORDS 563 HIGUERA NEW RELEASE
CD'S ONLY \$12.98 OPEN M-SAT TO 8

Pasture Boarding for horses by
Cuesta College. Over 50 acres
at "The Barn". \$50 per month.
Call Sam 544-7692

For Sale

'84 DODGE COLT
New Tires, New Battery, 4 Spd
AM-FM Cassette, Great Gas Mileage
Runs Great! \$650 obo - 541-8550

Events

INTO THE

STREETS

Sponsored by SCS
October 13, 2:30-6:00pm
A DAY OF COMMUNITY SERVICE
Sign up in Community Service
Center, UU 217D or call X5834

Services

ALPHA CRISIS PREGNANCY CENTER
24 HOUR LIFELINE-CONFIDENTIAL
FREE PREGNANCY TESTING
541-CARE (541-2273)

FINANCIAL AID FOR COLLEGE!

We help you find the money you
need for college. Call Golden
Gate Computer Services for re-
corded message and details.
1-900-479-8333

HUNDREDS & THOUSANDS OF GRANTS
& SCHOLARSHIPS Available to All
Students!! Immediate Qualifica-
tion. Call 800-270-2744 Toll Free

SCORE MORE!!

GMAT 72 Pts

GRE 214 Pts

LSAT 7.5 Pts

Princeton Review (805) 995-0176

Travel

FREE TRIPS & CASH
Find out how hundreds of
Students are already earning
FREE TRIPS AND LOTS OF CASH
with America's #1 Spring Break
company! Sell only 15 trips and
travel free! Choose Cancun,
Bahamas, Mazatlan, or Florida!
CALL NOW! TAKE A BREAK STUDENT
TRAVEL (800) 95-BREAK

Roommates

Surfer Roommates Nonsmokers
Los Osos House with garden
Cuesta by the Sea-
581 Mitchell Dr Right on Pine
double \$141 single \$224 1st&last
Fletcher 534-1430-snowboarder

opportunities

!!!CAUTION!!!
Make No Investments Or Provide
Banking or Credit Information
Without Investigating Advertisements
In The Opportunities Section

\$1750 Weekly Possible mailing
our circulars. For info call:
301-306-1207

\$35,000/YR INCOME potential
reading books. Toll free 1-800
898-9778 Ext. R-2386 for details.

CASH FOR COLLEGE 900,000 GRANTS
AVAIL. No re-payment - EVER!
Quality Immed. 1(800)243-2435

LEARN TO BE A TRAVEL AGENT!!
Have fun and a career.
Reduced rate travel!
Sat classes Call now! 781-2630

Employment

CAMPUS DINING CUSTODIAL
NOW HIRING!
FRI, SAT, SUN NIGHTS & EVENINGS
\$4.25 - \$4.55 Per Hour + Meals
Call Richard Wagner @ 756-1710

CRUISE SHIPS HIRING
Earn up to \$2,000 + month. World
Travel, Seasonal & full-time
positions. No exp necessary.
For information call:
1-206-634-0468 ext C60051

RESORT JOBS Students needed!
Earn to \$12/hr + tips. Theme
Parks, Hotels, Spas + more.
Destinations include Florida,
Hawaii, Colorado, + So. Calif.
Call Resort Employment Services
1-206-632-0150 ext. R60051

SKI RESORT HIRING
Ski resorts are now hiring for
many positions this winter. Up
to \$2,000 + in salary + benefits
Call Vertical Employment Group:
(206)634-0469 ext. V60051

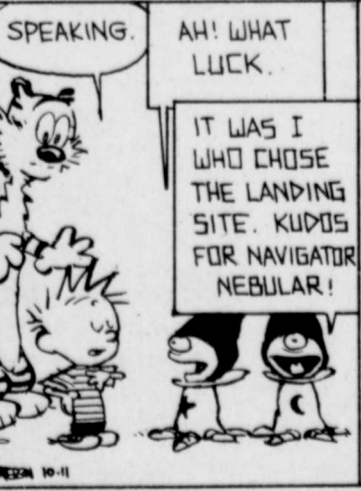
Rental Housing

TWO FEMALE ROOMMATES...
to share large beautiful Santa
Margarita home. 10 minutes to
campus. All house privileges
incl. washer & dryer. Great
place to study \$325/mo 438-4427

Homes for Sale

FREE LIST OF ALL HOUSES & CONDOS
FOR SALE IN SLO. Farrell
Smyth R/E Steve Nelson
543-8370

calvin
and
Hobbes
by BILL WATSON



SPORTS B I A R

A TAVERN OF SPORTS NEWS

SCHEDULE

TODAY'S GAMES

- No games are scheduled today.

TOMORROW'S GAMES

- There are no games tomorrow.

POLY BRIEFS

Warriors bid adieu to Cal Poly

The Golden State Warriors gave Mott gym back to Cal Poly Tuesday afternoon.

Athletes and Warrior management alike seemed pleased with the hospitality offered to them over the five days of training in Mott Gym.

"The school and the athletic department were great and so was the hotel," said Dave Twardzik, Golden State's general manager.

NBA All-Star forward Chris Mullin agreed with Twardzik.

"It's been wonderful. Everything went perfect," Mullin said. "Good facilities and the people treated us nice. No complaints from me."

With the excitement of Golden State training for the first time in San Luis Obispo, fans want to know if they will be returning.

Guard B.J. Armstrong is amongst several Warriors who would like to return to Cal Poly next season.

"It would be great to come back here. We had a great time as far as the hospitality goes," Armstrong said. "Everyone was great, I enjoyed myself while I was here."

Center Chris Gatling said he and other Warriors were unable to do much outside of the Holiday Inn Express.

"We haven't been able to get out since we've been busy with practice," center Chris Gatling said.

Despite the lengthy practices, Armstrong was able to visit a few local restaurants, window shop and enjoy the overall serenity of San Luis Obispo.

But will Golden State be returning to Cal Poly next year?

"We don't have any say in the matter," Mullin said.

Twardzik said the decision to return would be made next year.

"So far, I don't see anything that would keep us from coming back next year," Twardzik said.

NATIONAL BRIEFS

MLS announces unveiling

New York (AP)—Major League Soccer will unveil the names, uniforms and schedules of its 10 teams next Tuesday, and will assign one player to each team.

The first Division-I national soccer league in the United States in more than a decade will begin play next spring in Boston; Denver; Dallas; Columbus, Ohio; Kansas City, Mo.; Los Angeles; San Jose; Tampa, Fla.; East Rutherford, N.J.; and Washington.

The league's new conference Tuesday will be simulcast to each of the MLS cities. In addition, the league will announce details on its championship and all-star game and television schedules.

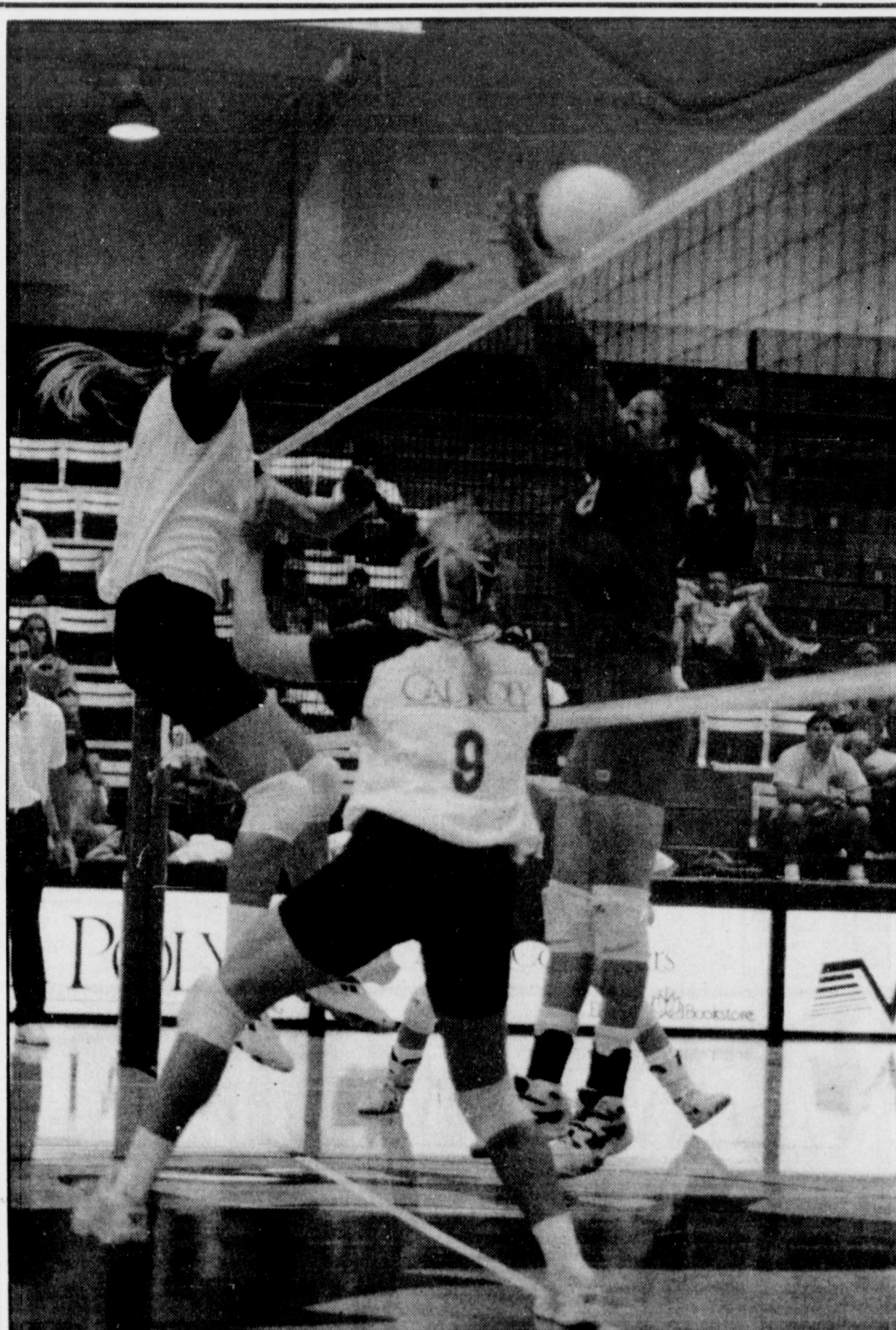
QUOTE OF THE DAY

"If we can get teams where the fans are fanatical and some good play on the field, we could have a good series rating-wise."

Tony Ponturo

Media and sports marketing executive of Anheuser-Busch Inc. on World Series sponsorship

**CAL POLY
SPORTS HOTLINE
(805) 756-SCOR**



Cal Poly volleyball making a turn-around

The Mustangs are a comeback in the making after winning their third-straight match since September 1994 at the Iowa Hawkeye Tournament.

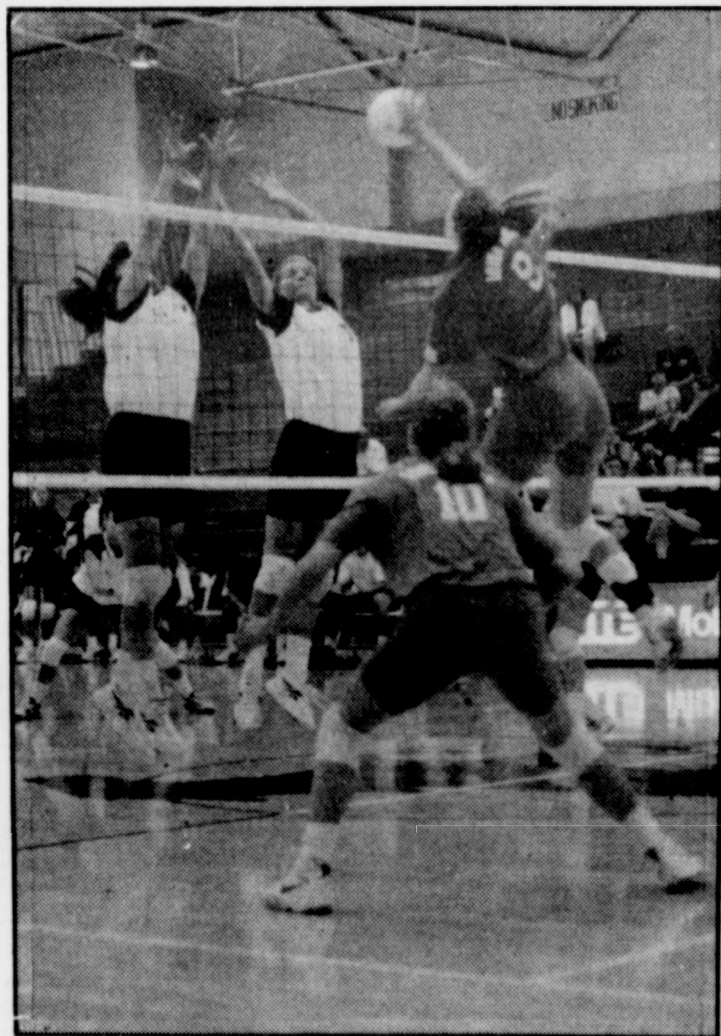
Amy Aberle led Cal Poly to a 3-1 victory over University of San Francisco Dons with 19 kills and 19 digs last Tuesday.

Colleen Moro followed close behind Aberle with 18 kills.

Cal Poly headed across the bay the following night to meet Saint Mary's.

Strong serving and Moro's 16 kills and 19 digs helped the Mustangs overcome Saint Mary's in five games, 3-2.

The Mustangs continued their streak last Friday beating Cal State Northridge 3-1.



14-year-old tests positive for steroids

Associated Press

JOHANNESBURG, South Africa — A 14-year-old South African runner again has tested positive for steroids, six months after becoming the youngest track and field competitor in the world to be accused of using performance enhancing drugs.

Athletics South Africa said Tuesday that Lisa de Villiers tested positive for the anabolic steroid nandrolone last month in the first of three out-of-competition tests she is required to undergo during her four-year suspension.

"ASA would like to believe that the

presence of this substance is still related to the test done in April 1995," secretary general Banele Sindani said. Medical tests remain to be done to see whether the two positive tests stem from the same steroid ingestion.

De Villiers, a sprinter and long jumper, was suspended from competition in April after testing positive for nandrolone. She is required under International Amateur Athletic Federation rules to undergo three out-of-competition tests for the full range of prohibited substances during the next four years.

Baseball backers use new stars to boost TV ratings

By Skip Wollenberg
Associated Press

NEW YORK — The big-market glamour teams from New York, Los Angeles and Boston were casualties in the first round of major league baseball's playoffs as the sport tries to regain stature lost in last year's strike.

So now baseball's backers are looking to stars like Ken Griffey Jr., overall intensity of play and the infectious enthusiasm of fans in Seattle, Cleveland, Atlanta and Cincinnati to draw big TV audiences for the league championship and World Series telecasts.

"If we can get teams where the fans are fanatical and some good play on the field, we could have a good series rating-wise," said Tony Ponturo, a top media and sports marketing executive at Anheuser-Busch Inc., a major sponsor.

But he conceded the St. Louis-based brewer was "somewhat disappointed" in the regular season ratings, which he said were off 20 percent on average in local markets and somewhat less nationally.

The national ratings for regular season games were down about 10 percent to 15 percent on the ABC and NBC broadcast networks and 5 percent on the ESPN cable network, officials said.

The decline in viewership followed a players' strike that ended the 1994 season in mid-August and forced cancellation of the World Series for the first time in 90 years. Attendance also slumped in major league ballparks.

The ratings are important to advertisers because they are used in setting the price of the ads. Advertisers often get free ad time if ratings fall below expectations.

With less than two weeks remaining before the scheduled Oct. 21 start of this year's World Series, officials of the Baseball Network venture that is selling the ad time say there are "a few spots" available.

They decline to be more specific, but ad buyers say they have been told about 15 percent of the commercial time may be unsold. The asking price for 30-second ads on the World Series is said to be more than \$250,000, up from a reported \$230,000 in 1993.

By way of comparison, the broadcast of the last Super Bowl football championship averaged \$1 million for a 30-second ad. Ads on some of the top-rated TV series, like "ER" and "Seinfeld," cost upwards of \$300,000 for 30 seconds.

Some of the time is being reserved to compensate advertisers who had signed two-year commitments to the Baseball Network, which is being disbanded after its second season.

Those charter sponsors included Anheuser-Busch, General Motors, MCI, Texaco, Gillette and Gatorade, and they may be entitled to free ads because of low ratings earlier in their contracts.

"We are going to take care of those advertisers who have been with us for two years so that people come out of this with a positive feeling about baseball," said Mike Trager, the Baseball Network's top ad sales executive.

Television executives had been hoping that big-city teams like the New York Yankees, the Los Angeles Dodgers and the Boston Red Sox would advance further in the playoffs to help fortify the national TV ratings.

The experts say big-market teams can help the ratings by giving their huge potential audience bases extra incentive to turn in to the playoffs.

But some ad buyers say well-played games and stars like Seattle's Griffey and Randy Johnson, Atlanta's standout starting pitchers and Cleveland's big hitters should draw large audiences anyway.

"I still contend the ratings for these games are more personality-driven than anything else," said Steve Grubbs, who directs network ad purchases for the ad agency BBDO.

The Baseball Network has been widely criticized for providing its regional approach to covering the playoffs as opposed to past practices of showing all the playoffs nationally.

But the ratings for the first round games improved night-by-night although they were below the ratings that the league championship series attracted in prime time two years ago.

Trager said the trend of night-to-night improvement is important, and expects the ratings for the World Series will top those for the 1993 Series.

Some noncharter sponsors like Pepsi-Cola and Nike say they are considering buying time in the remaining playoff games.